

## THE ONTARIO ARGUS

PUBLISHED EVERY THURSDAY

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W. C. MARSH



## MORE CO-OPERATION.

The neighborly handclasp of co-operation has been extended this week by the merchants of Ontario to the people of Malheur county and, indeed, the people of the whole Snake river valley, to the mutual advantage of everyone. "Ten per cent Day," a scheme originated by the progressive merchants of Ontario, will occur Saturday. It means that on Saturday ninety cents will have the same purchasing power in Ontario, that one dollar has on other days. Every article in the city, no matter what it is, can be purchased Saturday at a saving to the purchaser of ten per cent.

Such an arrangement has been made possible only by the closest co-operation of the merchants and the consumers. And a straight reduction of ten per cent on every article in the city for sale, is an innovation not before attempted by any city. There are some articles of merchandise that ordinarily sell for a profit large enough to allow for a cut of ten per cent, but there are also many articles of merchandise that sell on a much closer profit, and a cut of this kind means a loss of money to the merchant.

The friendship and personal acquaintance of the consumer, however, is of value to every merchant. It is worth something to the merchant to have his customers get acquainted with his store in its new spring dress, and to get acquainted with the enormous new spring stocks that have just been unboxed. Therefore, the reduction for the one day was made possible, and Ontario will be on full dress parade Saturday.

Let us see your smiling face in Ontario Saturday. Remember, all doors to the city open from the outside, and the keys have been thrown away. From a financial standpoint, it will be a profitable trip for you. And you will find a sociable bunch of fellows here who will make you glad you came. Special entertainment has been arranged for you. You cannot regret a visit to Ontario Saturday.

## JEALOUSY.

Jealousy is a necessary adjunct to every successful human endeavor. From the beginning of humanity until the present—from the days of Adam and Eve to the Crucifixion of Christ and down through the centuries to our present great European war, jealousy has played its necessary role in every struggle of civilization.

Columbus discovered the new world, while the spiteful tongue of jealousy attempted to rob him of his accomplishment, and it remained for the following generations to wonder and marvel. Jealousy flung its hateful shafts at Franklin when he discovered electricity, while the multitude hurried to harness the new power and adapt it to the use of progress and industry. The discovery of the north pole is another example.

It is the same with an individual or a community. Let a city excel in any manner—either in natural resources, location, growth or any line of endeavor, and it will immediately be assailed with jealousy. To remain commonplace never excites envy.

## THE SPLIT LOG DRAG.

The split log drag has contributed more toward the economic maintenance of public highways than any implement of modern usage. It does not require special acts of the legislature, bond issue nor expensive educational campaigns to make it available as usually precedes construction work. A drag can be built or purchased for twenty dollars and is easily operated by any one who can drive a team. We need more drags in this county.

## Get a Line on Municipal Affairs by Reading Home Newspaper

## PATRONIZE YOUR HOME NEWSPAPER!

The functions of a newspaper are many. Among its principal ones is to see that the municipality in which it is published is well governed.

It is AN INSPIRATION, AN INCENTIVE, to the man who regards public office as a public trust.

If one wants to know what the officials are doing, if he wants to know how the municipality is being run, he must read the columns of the home newspaper. If he doesn't care enough about his home town to know what is going on he is LACKING IN THE FIRST QUALITY THAT MAKES FOR CITIZENSHIP.

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THERE ISN'T A NEWSPAPER IN THE COUNTRY TODAY, FROM THE HUMBLEST COUNTRY WEEKLY TO THE MOST POWERFUL METROPOLITAN DAILY, THAT DOESN'T DEVOTE A GREAT DEAL OF ITS SPACE TO MUNICIPAL AFFAIRS. EDITORS, BIG AND LITTLE, REALIZE THAT MUNICIPAL AFFAIRS ARE THE VERY LIFE OF THE NATION. IF YOU WANT TO KEEP POSTED ON MUNICIPAL DOINGS YOU MUST PATRONIZE THE HOME NEWSPAPER.

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The HOME NEWSPAPER HAS BEEN THE GREATEST FACTOR IN REAL REFORM. The people are growing more intelligent. They closely read the newspapers. They are observing more keenly.

Take this newspaper, for instance—your own home publication. We constantly devote columns to municipal news. We fully record the meetings of our town officials. We give space to everything that is doing in political circles. We keep you fully informed on town government affairs.

This paper fulfills this PUBLIC DUTY with FAIRNESS to ALL.

GET A LINE ON MUNICIPAL AFFAIRS BY READING THE HOME NEWSPAPER!

## NOW IS THE TIME TO SWAT THE FLY.

Uncle Sam is waging a relentless war on the deadly housefly and in a late bulletin prepared by the Department of Agriculture, valuable information is given on the best means of combating this deadly pest. The most effective way of exterminating the fly, according to the bulletin, is to eradicate his breeding places. The breeding season of the fly begins early in March and continues throughout the spring and summer months. All dirt should be removed from the premises, stables cleaned and decaying vegetables destroyed.

The fly has rightly been called the undertaker's traveling salesman, and in addition to his regular line of "typhoid bugs," he carries a side line of tuberculosis, Asiatic Cholera and other disease germs. Now is the time to "swat the fly."

## THE RURAL PRESS

The Local Paper a Most Useful Agency on the Farm—The Press, Pulpit and School a Trinity of Influence That Must Be Utilized in Building Agriculture.

By Peter Radford  
Lecturer National Farmers' Union

A broad campaign of publicity on the subject of rural life is needed in this state today to bring the problems of the farmers to the forefront. The city problems are blazoned upon the front pages of the metropolitan dailies and echoed in the country press, but the troubles of the farmers are seldom told, except by those who seek to profit by the story, and the glitter of the package oftentimes obscures the substance. A searching investigation into the needs of the farmers will reveal many inherent defects in our economic system that can be easily remedied when properly understood and illuminated by the power of the press.

The rural press, the pulpit and the school are a trinity of powerful in-

fluences that the farmer must utilize to their fullest capacity before he can occupy a commanding position in public affairs. These gigantic agencies are organized in every rural community and only await the patronage and co-operation of the farmers to fully develop their energy and usefulness. They are local forces working for the best interests of their respective communities. Their work is to build and their object is to serve. They prosper only through the development and prosperity of the community.

Every farmer in this state should subscribe for the local paper, as well as farm periodicals and such other publications as he may find profitable, but he should by all means subscribe for his local paper, and no home should be without it. The local paper is part of the community life and the editor understands the farmer's problems. It is the local press that will study the local problems and through its columns deal with subjects of most vital importance to local life of the community.

## A Noble Task.

In too many instances the country papers mimic the city press by giving prominence to scandals, accidents and political agitation. The new rural civilization has placed upon the rural press renewed responsibilities, and enlarged possibilities for usefulness. It cannot perform its mission

The Millinery & Art Store  
Has Hats That Are Stylish

Your hat is one feature of your attire which simply must be correct in style.

A splendid variety of shapes and trimmed hats await your inspection at our store. If you have in mind some particular ideas about trimming tell us about them and we will be glad to carry out your plan.

Our Motto is "Quick Sales and Small Profits"

Hull & Harrell  
ONTARIO, OREGON  
OPPOSITE POSTOFFICE

to agriculture by recording the frailties, the mishaps and inordinate ambitions of humanity, or by filling its columns with the echoes of the struggles of busy streets, or by enchanting stories of city life which lure our children from the farm.

It has a higher and nobler task. Too often the pages of the city dailies bristle with the struggle of ambitious men in their wild lust for power, and many times the flames of personal conflict sear the tender buds of new civilization and illuminate the pathway to destruction. The rural press is the governing power of public sentiment and must hold steadfast to principle and keep the ship of state in the roadstead of progress. The rural press can best serve the interests of the farmers by applying its energies to the solution of problems affecting the local community. It must stem the mighty life current that is moving from the farm to the cities, sweeping before it a thousand boys and girls per day. It has to deal with the fundamental problems of

civilization at their fountain head. Its mission is to direct growth, teach efficiency and mold the intellectual life of the country, placing before the public the daily problems of the farmer and giving first attention to the legislative, co-operative, educational and social needs of the agricultural classes within its respective community.

## The Power of Advertising.

The influence of advertising is clearly visible in the homes and habits of the farmers, and the advertising columns of the press are making the imprint upon the lives of our people. The farmer possesses the things that are best advertised.

The farmer is entitled to all the advantages and deserves all the luxuries of life. We need more art, science and useful facilities on the farms, and many homes and farms are well balanced in this respect, but the advertiser can render a service by teaching the advantages of modern equipment throughout the columns of the rural press.

SAT. MAR. 6TH, WE PRESENT  
OUR INITIAL SHOWING OF

# The Famous "Redfern" Coats And Suits For Spring

The radical changes in the women's apparel fashions for spring will impart interest to every minute of your visit in our ready-to-wear section. The sooner you make the visit the more instructive and enjoyable it will be—for now all lines are completed—every new style idea, approved fabric and color scheme is evident in our comprehensive showings of masterly-tailored and distinctive Redfern garments.



## The New Suits

You'll note the element of simplicity of every new spring suit. The high waist line or Empire effect is another noticeable feature. But the new circular skirt is the novelty of the season in both the modified and extreme tendencies.

Priced \$10 and Upwards

## The New Coats

The most notable feature of the spring coat is the wide flare starting either at the shoulders, yoke or waist. The empire effect is likewise featured. Three quarter lengths are popular although shorter coats are stylish.

Priced \$5 and Upwards

= W. T. LAMPKIN =  
ONTARIO, : : : : OREGON